



Gartner Outsourcing & IT Services Summit 2009

15 – 16 June 2009, London | europe.gartner.com/outsourcing

Suggested Timetable for Delegates interested in Cost Optimization at the Gartner Outsourcing & IT Services Summit, June 15-16, 2009

Practical Outsourcing – Balancing Cost Optimization with Performance Improvement

With cost-cutting at the top of every board agenda, the first two questions on almost everyone's mind are, "What can we outsource?" and "How fast?" But letting cost alone drive outsourcing decisions can be a dangerous game. Those who have done just that have found their capacity to improve, innovate and adapt severely restricted. For those that have already outsourced, there is an increased scrutiny on value – are you paying a fair price for a fair service? For both groups, achieving the right balance between cost optimization and performance improvement is vital.

The Gartner Outsourcing & IT Services Summit is here to help. This year's theme says it all: Practical Outsourcing – Balancing Cost Optimization with Performance Improvement. Invest two days with us for a deep dive into the strategies, tactics, state of the market and players, deal structures and SLAs. A completely new, four track agenda covers it all – sourcing strategy; the IT services marketplace; vendor evaluation, negotiation and management; business process outsourcing; and global sourcing.

Below is a suggested agenda that delegates with a specific focus on cost optimization can follow during the event. Please note that this timetable is a suggestion and other presentations will be relevant to you depending on your role and your organization's focus on outsourcing. Please visit www.europe.gartner.com/outsourcing to see the full agenda, and use the Agenda Builder Tool to plan your own specific timetable for the summit. We also suggest that you avail of the many opportunities to network with your peers at workshops, roundtables and designated networking points.

Sunday, 14 June 2009

18:00 – 19:00

Registration & Information

Monday, 15 June 2009

07:30 – 08:00

Registration & Information

08:50 – 09:00

Introduction to Gartner's Outsourcing & IT Services Summit 2009

09:00 – 09:30

Opening Keynote: The European Outsourcing and IT Services Scenario: Insight for a Turbulent Market

2009 and 2010 will be a key period of time for the Outsourcing and IT services market in Europe. Organizations' focus on IT cost reduction is coupled with requirements for business performance improvement and step changes in speed and flexibility. Service providers face a sea of threats and opportunities: new outsourcing prospects as well as renegotiations, the rise of alternative delivery models, balancing price

reductions with an increase of requirements. We examine a market that will be characterized by large successes, failures, consolidation and acquisition.

Ian Marriott and Claudio Da Rold,
Gartner

09:30 – 10:20

Gartner Keynote: Multisourcing Today: Techniques for Optimizing Cost Containment and Performance Management

Gartner research shows that outsourcing deals predicated on cost savings alone are doomed to fail and that forecasted savings are seldom achieved long term. But in an environment of unstable business conditions where business stakeholders continually demand more for less, what techniques can be applied to drive cost improvement

without compromising vendor performance and business outcomes?

Linda Cohen, Gartner

10:20 – 10:50

Refreshment Break

10:50 – 11:35

Panel Discussion: TBC

11:35 – 12:20

Guest Keynote: Does the IT Department Have a Future?

Outsourcing has an important role to play in the IT industry. But if there is a power imbalance between the service providers and the IT departments, then either or both parties are likely to spiral rapidly into oblivion. This keynote explores a number of scenarios in respect of the IT department's



Monday, 15 June 2009 (continued)

future, detailing what can be done to ensure that both IT departments and IT service providers remain strategically relevant.

Ade McCormack, Advisor, Author and Financial Times Columnist

12:20 – 13:50

Lunch and Networking for Industry Peer Groups in the Solution Showcase

13:50 – 14:40

Don't Just Cut Sourcing Costs – Manage Them

Many enterprises are currently embarking on blind cost cutting crusades, often with less than satisfying savings — and often with very negative impact on the business. What is necessary is a business perspective that will consider business value and risks, leading to sourcing initiatives that deliver value while optimizing costs. This session presents a new approach to this age-old question of sourcing costs.

- What are the common sourcing cost cutting traps?
- What is the business value delivered by sourcing initiatives?
- What is the business-oriented approach to optimize sourcing costs?

Cassio Dreyfuss, Gartner

14:50 – 15:20

Sponsor Presentation of your choice

15:20 – 15:50

Refreshment Break

15:50 – 16:35

Best Practices Panel: Renegotiating Contracts in Tough Economic Times

In tough economic times, organizations tend to focus on one thing when renegotiating their contracts: cost. However, it's equally important to lay the ground for the future by focusing on flexibility, service and service level evolution and improved alignment between all sourcing parties. This panel from Gartner's Best Practices Council will share their suggestions on optimizing contracts during renegotiations. Topics include:

- Finding an optimal mix between cutting cost and optimizing contracts.
- How to prepare for contract renegotiations with providers.
- Identifying the biggest opportunities for cost optimization in a "next generation" outsourcing deal.

Tomas Elken, Ericsson AB; Jim Reed, Rolls Royce; Lothar Schäfer, SKF GmbH

16:45 – 17:35

Renegotiation Strategies for Success

Heading into renegotiations without fully understanding the strengths and weakness of both contractual parties can leave you at a unique disadvantage. In this presentation, we identify how to approach renegotiations and give you insight into the advantages and risks encountered by both parties entering a renegotiation. Arm yourself with best practice tips for success

by understanding the risks and impacts of renegotiation.

- How do service recipients best position themselves for renegotiation success?
- What are the risks and impacts of renegotiations for both sides of the deal?

Helen Huntley, Gartner

or

A Cost Effective Guide to Building and Sourcing Your Global Network

In an effort to contain costs, enterprises are taking a more holistic approach to their networks, embracing LAN WAN fixed and mobile needs. Network service providers are evolving to fulfil these requirements, but enterprises need different sourcing and contracting practices if they are to get the best possible deal. In this session, we will look at:

- How are enterprises changing the way they think about their networks?
- How is the network service provider market evolving?
- What are the best practices for sourcing a global network?

Neil Rickard, Gartner

17:45 – 18:15

Sponsor Presentation of your choice

18:15 – 20:15

Networking Reception

Tuesday, 16 June 2009

08:00 – 08:50

Contracting in a Globally Sourced World – Understand the Pitfalls and How to Avoid Them!

Structuring an effective outsourcing contract in a globally sourced world can be a harrowing experience. In this presentation, we look at the critical contractual components for a global sourcing deal and some new areas to contemplate when "going global" for services.

- What outsourcing contract elements are needed for a successful global deal?
- What global sourcing risks can be mitigated by effective contract terms and conditions?
- What are the impacts of a global sourcing contract on your enterprise?

Helen Huntley, Gartner

09:00 – 09:30

Sponsor Presentation of your choice

09:30 – 09:50

Refreshment Break in Solution Showcase

09:50 – 10:40

The Top Ten Ways to Slash Your Hardware and Software Support Costs

Hardware and software support and maintenance costs represent a significant proportion of the non-labor element of operational IT spending. However, there are ways that this spend can be significantly reduced without negatively impacting the quality of service received or increasing the level of operational risk.

- How to reduce hardware and software support spend.

- How to mitigate the risk from reducing support spending.
- The level of reduction possible without impacting system performance significantly.

Rob Addy, Gartner

or

09:50 – 11:40

Workshop: Are you Paying a Fair Price for a Fair Service?

Please note that this session is available to end-users only and that pre-registration is required. **Limited to 30 people.**

A common source of failure of outsource agreements is that the arrangement put in place doesn't really work for all parties involved. This workshop will investigate what makes a deal "win-win", how you

Tuesday, 16 June 2009 (continued)

can assess “fair market price” and how benchmarking can be used throughout the life of the deal.

- What should I measure to ensure that I have a good deal?
- What constitutes a fair price for my outsourcing arrangement?
- When should I apply benchmarking in my deal and how will this benefit both parties?

Chris Smith, Ian Reeves and Paul Crossley, Gartner

10:50 – 11:40

Contracting for Utility Services: Flexible, Measurable and Now

Once you cut through the technology innovation and hype, infrastructure utility and cloud computing are industrialized services delivered by a third party provider. Using infrastructure utility for SAP and some of the emerging cloud infrastructure offerings as examples, this presentation highlights emerging best practices and contractual elements that are specific for these services.

- What are current examples of infrastructure utility and cloud computing services available in the market?
- What are the standard contracting attributes for these services?
- What can organizations do to prepare for successfully contracting industrialized services?

Neil Rickard and Claudio Da Rold, Gartner

11:50 – 12:20

Sponsor Presentation of your choice

12:20 – 13:20

Lunch in the Solution Showcase

13:20 – 14:10

Negotiation Techniques for SaaS: Lower TCO, Better Protection, Higher Predictability

Software as a Service (SaaS) is of high interest, fed by the promise of lower cost of ownership. However, these contracts often include hidden costs and risks and require different kinds of contracting protections from traditional licensing arrangements. We examine the hidden costs in SaaS contracts and the type of protections required to negotiate sustainable deals with predictable costs.

- What are the trends in SaaS pricing and contract negotiation?
- What are the hidden costs in CRM SaaS agreements?
- What are the key risks of SaaS agreements and how can organizations protect against them?

Alexa Bona, Gartner

14:20 – 15:00

Legal Panel: Developing Flexible Deals To Positively Manage Change – a Legal Perspective

The economic downturn is forcing organizations to consider outsourcing initiatives as a key vehicle to aggressively cut cost. While this could potentially deliver short term benefits, there is a risk that 2009 will become a “great year” for bad outsourcing deals. To avoid constant deal renegotiation, providers and clients must focus on drafting contracts that will provide for change and flexibility, particularly when the recovery turns their focus to business growth.

Kit Burden, DLA Piper; Ian Ferguson, Allen & Overy LLC

15:00 – 15:30

Refreshment Break in Solution Showcase

15:30 – 16:15

Guest Keynote: Creating a Self-Funded Project to Transform IT

Phil Pavitt was appointed as Group CIO for Transport for London (TfL) in early 2007 and in less than 24 months he and his team have made significant cost improvements. A pragmatic and self-funded investment strategy was required to address the organisation’s infrastructure, which had legacy issues relating to the assimilation of 13 individual companies into one. Phil will explain how, by integrating systems, rationalising datacentres, reducing TfL’s software estate, applying due diligence to vendor agreements and reviewing outsourcing arrangements, he has implemented TfL’s second largest cost savings project, and is due to hit cost-savings of £55 million in 2009/10.

Phil Pavitt, Group CIO, Transport for London

16:15 – 17:00

Gartner Keynote: IT as a Service – Outsourcing Initiatives: Balancing Excellence, Innovation and Cost

Business demands and cost pressures are increasing. Outsourcing clients want more from their deals, including reduced cost and better/faster delivery of services. In this presentation, we examine the realities and myths about outsourcing and how you can get what you expect from the deal.

Helen Huntley, Gartner

17:05

Conference Close

